

SECOND HARVEST FOOD BANK RECEIVES GRANT TO FIGHT CHILDHOOD HUNGER

Hunger Is, a joint charitable campaign of The Safeway Foundation and the Entertainment Industry Foundation, teams up with the nationwide network of Feeding America food banks to raise public awareness and funds to end childhood hunger in the U.S.

SAN JOSE, Calif., November 10, 2014 Second Harvest Food Bank of Santa Clara and San Mateo Counties received a \$27,000 grant from *Hunger Is* to help end childhood hunger in the local community. Second Harvest Food Bank, a member of the Feeding America network of food banks, was nominated by the managers of 27 Safeway stores to receive the grant, which was made possible by customers who contributed generously during a month-long, in-store fundraiser this spring. *Hunger Is*, the joint charitable program of The Safeway Foundation and the Entertainment Industry Foundation (EIF) featuring Academy Award®-nominated actress and *Hunger Is* Ambassador Viola Davis, raised more than \$4.6 million from shoppers throughout 1,300 Safeway stores across the country, as well as through online contributions, to support eradicating childhood hunger in the United States.

Hunger Is allowed the local stores to identify an organization to receive the grant to help make a difference in their own community. The \$27,000 *Hunger Is* grant will support local efforts to ensure that every child has enough nutritious food to eat. Nearly 100,000 children rely on Second Harvest each month for food.

“We’re very grateful to receive this *Hunger Is* grant and the recognition of the 27 Safeway managers for our commitment to hunger-relief,” said Kathy Jackson, CEO of Second Harvest Food Bank. “It is imperative that the children in our community have basic necessities like food in order to succeed, and this grant will most certainly make a difference. We thank everyone who donated to the campaign.”

To learn more about the *Hunger Is* campaign, visit HungerIs.org. For ways to get involved in hunger-relief efforts locally, visit www.shfb.org.

About Second Harvest Food Bank of Santa Clara and San Mateo Counties

Second Harvest Food Bank of Santa Clara and San Mateo Counties is the trusted leader dedicated to ending local hunger. Since its inception in 1974, Second Harvest has become one of the largest food banks in the nation, providing food to one quarter of a million people each month. The Food Bank mobilizes individuals, companies and community partners to connect people to the nutritious food they need. More than half of the food distributed is fresh produce. Second Harvest also plays a leading role in promoting federal nutrition programs and educating families on how to make healthier food choices. Visit www.SHFB.org to get involved.

About *Hunger Is*

Hunger Is, a joint charitable program of The Safeway Foundation and the Entertainment

Industry Foundation (EIF), is designed to build awareness and raise funds in an effort to eradicate childhood hunger in America. Funds raised through *Hunger Is* directly benefit programs focused on combating childhood hunger and improving health-related outcomes.

Through the *Hunger Is* Advisory Committee (HIAC), *Hunger Is* works together with the leading hunger organizations including Drexel University, Center for Hunger-Free Communities; Feeding America; Food Research and Action Center (FRAC); New York City Coalition Against Hunger; Share Our Strength's No Kid Hungry campaign; and WhyHunger. The HIAC provides guidance in defining and addressing needs and makes funding recommendations for approval by The Safeway Foundation and EIF Boards of Directors.

For more information, visit www.HungerIs.org.

About The Safeway Foundation

Founded in 2001, The Safeway Foundation supports causes that impact our customers' lives. Safeway stores provide the opportunity to mobilize funding and create awareness in our neighborhoods through the generous contributions by our customers, our employees' passion and partnerships with our vendors.. We focus on giving locally in the areas of health and human services, hunger relief, education and helping people with disabilities. Safeway Inc. and The Safeway Foundation have invested \$1 billion in our neighborhoods since 2001. For more information about The Safeway Foundation, visit www.safewayfoundation.org.

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).

Media Contacts:

Teena Massingill
Safeway
925-467-3810
Teena.Massingill@Safeway.com

Jane Rubinstein
The Entertainment Industry Foundation
646-386-7969
Jrubinstein@eifoundation.org

Caitlin Kerk
Media Relations
Second Harvest Food Bank of Santa Clara and San Mateo Counties
ckerk@shfb.org

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